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The argument under examination assumes that the fact that a child dies may be accepted as evidence that its heredity—not merely its constitution, for its constitution may be weakened by environmental causes—is faulty; but this assumption must first be proved. A death in an automobile accident is evidently not causally related to faulty heredity; and in general, faulty heredity cannot be assumed to be proved until all direct environmental causes of death or weakness have been eliminated. But the majority of infant deaths are caused by these environmental factors. In particular deaths from gastric and intestinal diseases, the most important single group of causes of death under one year, are due almost wholly to improper feeding and to infection. The effect of such improper feeding is seen not only in the mortality of infants, but also in the impaired or rachitic constitutions of young children. It is surely difficult to see how prevalence of ignorance or carelessness in feeding infants could result in improving the constitutions of the human race. Furthermore an infant's weakened condition is frequently a result of poor obstetrics or of inadequate prenatal care of the mother, and in this case also the removal of the cause should logically remove the result. The elimination of the causes of weakened infants' constitutions, the substitution of proper for improper methods of feeding, and the prevention of exposure to infection should logically result, therefore, in the improvement of the health and vigor of the race.

It is true that the authors of the book under review do not advocate the abandonment of infant welfare work; they prefer to believe that its dysgenic effects are offset by the cultivation of the feelings of sympathy and love for the weak. But the conclusion that infant welfare work has dysgenic effects seems to have been accepted without a sufficient weighing of the evidence.

In spite of these minor criticisms, the book can be recommended as a readable and well-rounded presentation of the subject, and it meets the need for a comprehensive treatment of the eugenic program.

ROBERT M. WOODBURY.

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*Commercial Research.* By C. S. Duncan. New York, The Macmillan Co., 1919. 385 pp.

The subtitle of this book states that it is an outline of working principles. This brief characterization is well founded, as a reading of the book will show. It is neither a book of forms and illustrations nor an abstract discussion, but a practical and logical investigation of the need of business information, the methods of securing it, and the uses to which it can be put. Business men and students of business will find this book full of suggestions that are immediately serviceable.

The purpose of the book is well expressed in the preface by a series of five propositions. As the author has followed these propositions closely a repetition of them here will show what he intended to convey:

1. The immediate and primary need of business today is intelligent direction and control, individually, generally.

2. Intelligent direction and control of business can be had only by a better knowledge of business principles.

3. A better knowledge of business principles can be derived only from a careful and comprehensive survey of business facts.

4. To secure a careful and comprehensive survey of business facts is a problem for business research.

5. Therefore, the immediate and primary need of business today can be met only by business research.

This volume appears at a very opportune time because of the deep effect of the war on American business life, and because of the pressing problems of peace just now facing us. The general reader in the field of economics and business will meet in the pages of this book many thoughts and ideas that he has previously seen in print during and since the war, or that have come to his own mind when he considered the trend of affairs. But to find these same ideas so well expressed and their application so clearly and freshly pointed out in a single volume will bring great satisfaction. The statistician will discover in new form and application many of the things familiar to him from acquaintance with his text-books. In fact, this volume furnishes justification for the use of the statistical method in business. Considerable space is taken up with a constructive criticism of graphic methods.

Though not written as a text-book, it embodies several of the good features of such a book, as for example, topical synopses, at the beginning of each chapter, and indented and italicized headings at the beginning of important paragraph groups. The conclusions at the end of each chapter are not merely summaries of what has gone before, but are succinct statements of the point to which the argument has been brought.

The following summary will give the reader of this review a rough idea of the way in which the theme of the book has been developed:

In the introductory chapter covering 25 pages, the author shows how changing world conditions have brought about a new era involving complicated relationships, into which we can safely enter only with a greater knowledge of the facts. Many of the old calculations are invalid. There must be evolved new working principles based upon new analyses. It is, therefore, proposed to carry into the field of commercial organization the same attitude of scientific research that has already been applied with great effectiveness in the field of production.

The kind of research will necessarily be determined by the nature of the goods handled, and the class of business, whether wholesale or retail. The sources of business facts are either the internal records of the company or external records from governmental, trade, or other sources which are described in detail. A survey of the character of business data shows what kind of information can be secured from such sources. The business man will want to know whether the data are precise or estimated. He must also know how numerical information is affected by the classes of commodities to which it is applied, and how much faith to place in statements of market conditions, and in studies of population and wealth distribution, wages, prices, incomes, etc.

The method of collecting such internal and external statistics is given careful consideration. Statistics should be intelligently collected, and made ready for instant use. The author has a good deal to say about the proper control of data, and about the file card, letter of inquiry and questionnaire methods of securing and preserving information.

Under the heading: "Analysis of Business Facts," the author describes the statistical method, and shows why and how this method should be used by the business man. "No manufacturer or merchant," he says, "can meet his administrative problems fully without the use of applied statistics." A good deal of attention should be given to the determination of units of measurement, and to the source and elimination of errors. The author cites authorities on the various kinds of averages, and presents examples of each kind.

Great care should be used in the presentation of information, since business facts do not always speak for themselves. The use of graphic methods is commended, but observance of rules and cautions is emphasized.

Of even greater importance is the interpretation of business facts. "It means the translating of many facts of varied character and value into a plan of action, into a business policy." In this chapter the author gives a list of fifteen checks or test questions by which the interpretation of business facts is to be judged.

Another chapter deals with the various forms of organization for research. An individual may carry on the work in connection with his regular duties, or a separate department may be established. Assistance can be secured from trade associations, advertising agencies, progressive auditing concerns, and from companies especially organized to handle commercial research.

After it has been decided to go into research work, there are certain principles and rules to be observed which the author describes under three heads: the commodity, the market, and the trade organization whose function it is to get the commodity to the market. These are called the three fundamental elements of business analysis.

The closing chapter of the book, entitled "The New Business," is a splendid résumé of the factors affecting present-day commercial activity. It contains a vivid description of the sudden stimulation of business by the demands of the war, and of the effect of governmental control, price fixing, examination of the costs of production, limitation of profits. The author points out what he considers to be the persistent elements of business, and he also visualizes for us the spirit of the future.

ARTHUR R. BURNET.

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*First Annual Report of the Dominion Statistician, Fiscal Year ended March 31, 1919.* Dominion Bureau of Statistics, Canada. 51 pp.

The problems of the organization of public statistics in Canada are in their broad outlines no different from those in this country. The restricted scope of government statistics, their planless origin and development,